

Ruwani Wijesiri

Senior WordPress & Frontend Developer | WordPress Developer | WooCommerce Developer

Next.js - React - WooCommerce - Headless Commerce - AI-Assisted Development

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Portfolio: portfolio.ruwaniwijesiri.com

Professional Summary

Senior WordPress & Frontend Developer with over **9 years of experience** designing, developing and optimizing enterprise websites and eCommerce platforms for clients across the **UAE, United Kingdom, New Zealand and Sri Lanka**.

Experienced in **WordPress, WooCommerce, Next.js, React, TypeScript and Headless Commerce**, with a strong focus on scalable architecture, API integrations, performance optimization and Technical SEO.

Currently leading the development of enterprise eCommerce solutions at **AWS Distributions**, including a **Headless WooCommerce** platform for **Mclanee UK** built using **Next.js, React, TypeScript** and custom REST APIs. Passionate about building high-performance digital experiences and leveraging **AI-assisted development** to improve productivity, code quality and delivery.

Core Skills

Frontend Development: HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Next.js

Backend Development: PHP, WordPress, WooCommerce, REST API, Headless WordPress

CMS & eCommerce: Elementor, WooCommerce, ACF, WP Bakery, Divi, Shopify, Avada, Web flow, Thrive Architecture

Deployment: Git, GitHub, Vercel, cPanel

Performance & SEO: Core Web Vitals, Technical SEO, Google Analytics, Google Search Console

AI & Productivity: ChatGPT, GitHub Copilot, Prompt Engineering, Google Flow, AI-assisted Development

Professional Experience

AWS Distributions | Dubai, UAE

WordPress Developer | Sept 2025 – Present

- Develop and maintain enterprise WordPress and WooCommerce websites for international brands, including Mclanee UK, Tom Cruiser, American Traveller UK, Eagle Express UK, Whiteleaf, and Dubai Perfume.
- Architect and develop a Headless WooCommerce solution using Next.js, React, TypeScript, and custom REST APIs.
- Build responsive, reusable frontend components and implement secure customer authentication, search, Wishlist, cart, and checkout functionality.
- Develop custom WordPress plugins, WooCommerce features, and API integrations to support business requirements.

- Optimize website performance, Core Web Vitals, and Technical SEO to improve user experience and search visibility.
- Manage source code with Git/GitHub, deploy applications via Vercel, and collaborate with cross-functional teams using Agile practices.
- Leverage AI-assisted development tools, including ChatGPT and GitHub Copilot, to improve development efficiency, debugging, and documentation.

Pina Vida SL | United Kingdom (Contract)

WordPress Developer | Nov 2024 – May 2025

- Developed bespoke WordPress and WooCommerce websites for UK-based clients, delivering responsive and user-friendly digital experiences.
- Built custom WordPress solutions using Elementor, Advanced Custom Fields (ACF), and PHP while optimizing website performance and usability.
- Collaborated with clients to deliver scalable CMS solutions and provide technical documentation and post-launch support.

Bigfoot DXB | Dubai, UAE (Remote)

Senior WordPress Developer | Nov 2023 – Apr 2024

- Developed premium WordPress websites by transforming Figma designs into responsive, pixel-perfect user experiences.
- Built custom WordPress solutions, collaborated with cross-functional teams, and followed Git version control best practices.
- Contributed to project planning, code quality, and client-focused website delivery.

SAS Creative Pvt Ltd | Sri Lanka

WordPress Developer | Oct 2022 – Oct 2023

- Developed custom WordPress and WooCommerce websites with payment gateway integrations.
- Enhanced website performance, UI/UX, and responsive design for improved user experience.
- Delivered SEO-friendly and scalable web solutions in collaboration with cross-functional teams.

Pure SEO Pvt Ltd | New Zealand (Remote)

WordPress Developer | Jun 2022 – Oct 2022

- Developed custom WordPress websites and themes based on client requirements, ensuring responsive and brand-aligned digital experiences.
- Optimized website performance, Core Web Vitals, and page speed to improve user experience across desktop and mobile devices.
- Collaborated with project managers, designers, and SEO specialists to deliver high-quality, SEO-optimized web solutions.

Hype Invention Pvt Ltd | Sri Lanka

Associate WordPress Developer | Apr 2021 – May 2022

- Developed high-converting responsive websites utilizing **Thrive Architect** and **Elementor**, ensuring seamless cross-browser compatibility.
- Managed day-to-day operations and updates for **WooCommerce** and **Shopify** storefronts, maintaining 99.9% uptime.

- Executed performance optimization strategies that significantly improved user experience (UX) and site navigation flow.
- Provided tier-1 technical troubleshooting and client support, resolving 95% of issues within the same business day.

E-class Educational Solutions Pvt Ltd | Sri Lanka

Software Developer | Jan 2018 – Jun 2020

- Engineered and maintained WordPress-based internal systems to support educational delivery and student tracking.
- Designed and deployed a custom **Student Barcode and ID Management System**, automating the attendance and registration process.
- Managed relational databases (MySQL) and internal software tools to ensure data integrity and security.
- Created digital marketing assets and branding materials using **Adobe Creative Suite** to support company-wide promotional campaigns.

Flex Walkers Pvt Ltd | Gampaha, Sri Lanka

Web Developer (Part-Time) | Jan 2018 – Jan 2020

- Designed and hand-coded fully responsive websites using **HTML5, CSS3, and JavaScript**, focusing on intuitive user layouts.
- Collaborated with the marketing team to produce promotional flyers and logos, ensuring brand consistency across all digital and print media.

Leora Solutions (Pvt) Ltd | Wattala, Sri Lanka

Freelance / Contract Web Developer | Jul 2017 – Jan 2018

- Successfully delivered over **15 WordPress projects** for local businesses, handling the full lifecycle from requirement gathering to deployment.
- Optimized website loading speeds and Page Speed scores, resulting in improved search engine rankings for clients.

Pixel Clear Pvt Ltd | Sri Lanka

Intern Web Developer | Mar 2017 – Oct 2017

- Assisted senior developers in building WordPress websites for international clients using modern front-end frameworks.
- Developed and tested responsive web layouts to ensure a consistent experience across mobile, tablet, and desktop devices.
- Conducted routine website maintenance, security patches, and content updates.

Educations

- **Bachelor of Information Technology** | University of Moratuwa, Sri Lanka
- **Higher National Diploma in IT (NVQ Level 6)** | SLIATE, Sri Lanka

References

Available upon request